

LAMPIRAN

Lampiran. 1

KUESIONER PENELITIAN

Perihal : Bantuan pengisian kuesioner

Kepada Yth : Bapak / Ibu Saudara/i

Di tempat

Dengan hormat,

Dalam rangka penyesunan skripsi sebagai salah satu syarat kelulusan program strata 1 Manajemen di Program studi Manajemen IIB Darmajaya Saya:

Nama : Ika Nurlyana

NPM : 1912110392

Sedang melakukan penelitian yang berjudul “**ANALISIS TINGKAT LOYALITAS MEREK PADA STARBUCKS COFFEE**”. Oleh karena itu saya mohon kesediaannya bapak/ ibu saudara/i untuk mengisi kuesioner dibawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaannya dan digunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu saudara/i saya ucapkan terimakasih.

Bandar Lampung, 05 September 2023

Ika Nurlyana

NPM : 1912110392

Lampiran 2

DAFTAR PERNYATAAN

PETUNJUK PENGISIAN

Bacalah dengan teliti dan pahami terlebih dahulu pernyataan yang diajukan serta pilihlah satu jawaban yang paling sesuai

Jawablah masing-masing pernyataan dengan jujur sesuai dengan apa yang anda rasakan dan wajib mengisi semua pernyataan.

Berikan tanda (√) pada kotak untuk masing-masing pernyataan dengan jujur sesuai dengan apa yang anda rasakan.

Akses pengisian kuesioner dengan menggunakan link berikut ini
<https://forms.gle/6q4eR5mCA44ETcfM9>

Keterangan :

Switcher

TP : Tidak Pernah

JR : Jarang

KK : Kadang-kadang

SR : Sering

SL : Selalu

Habitual Buyer

SS : Sangat Setuju

S : Setuju

RR : Ragu-ragu

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Statsified Buyer

SP : Sangat Puas

P : Puas

BS : Biasa Saja

TP : Tidak Puas

STP : Sangat Tidak puas

Liket The Brand

SS : Sangat Suka

S : Suka

BS : Biasa Saja

TS : Tidak Suka

STS : Sangat Tidak Suka

Committed Buyer

TP : Tidak Pernah

JR : Jarang

KK : Kadang-kadang

SR : Sering

SL : Selalu

IDENTITAS RESPONDEN

Nama :

Usia : 17-20 Tahun 21-25 Tahun
 26-30 Tahun 31-35 Tahun
 36-40 Tahun 41-50 Tahun

Jenis Kelamin : Laki-laki Perempuan

Pekerjaan : SMA/Sederajat Mahasiswa/i
 Karyawan Lainnya

Pendapatan : < 500.000 500.000 – 1.500.000
 1.600.000 – 2.500.000 2.600.000 – 3.500.000
 3.600.000 – 4.500.000 4.600.000 – 5.000.000
 5.000.000

Lampiran 3
DAFTAR PERNYATAAN

Switcher

| No | Pernyataan | Alternatif Jawaban | | | | |
|----|--|--------------------|----|----|----|----|
| | | TP | JR | KK | SR | SL |
| 1. | Apakah anda pernah melakukan perpindahan merek Starbucks coffee dikarenakan merek lain memiliki harga yang lebih murah | | | | | |
| 2. | Apakah anda pernah melakukan perpindahan merek Starbucks Coffee dikarenakan merek lain memiliki banyak promo atau diskon | | | | | |
| 3. | Apakah anda pernah melakukan perpindahan merek Starbucks Coffee dikarenakan merek lain memiliki kualitas yang lebih baik | | | | | |
| 4. | Apakah anda pernah melakukan perpindahan merek Starbucks coffee dikarenakan merek lain memiliki desain yang lebih menarik | | | | | |
| 5. | Apakah anda pernah melakukan perpindahan merek Starbucks Coffee dikarenakan merek lain memiliki varian produk yang lebih lengkap | | | | | |
| 6. | Apakah anda pernah melakukan perpindahan merek Starbucks Coffee dikarenakan merek lain memiliki teknologi yang lebih canggih | | | | | |

Habitual Buyer

| No | Pernyataan | Alternatif Jawaban | | | | |
|----|--|--------------------|----|----|---|----|
| | | STS | TS | RR | S | SS |
| 1. | Anda membeli merek Starbucks Coffee dikarenakan anda sudah terbiasa mengkonsumsi merek ini | | | | | |
| 2. | Anda mengkonsumsi merek Starbucks Coffee dikarenakan anda malas menggantinya dengan merek lain | | | | | |
| 3. | Anda membeli merek Starbucks Coffee dikarenakan banyak yang mengunjungi | | | | | |
| 4. | Anda membeli merek Starbucks Coffee dikarenakan memiliki pengalaman sebelumnya | | | | | |
| 5. | Anda membeli merek Starbucks | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| | Coffee dikarenakan lingkungan anda juga membeli merek Starbucks Coffee | | | | | |
|--|--|--|--|--|--|--|

Statisfiet Buyer

| No | Pernyataan | Alternatif Jawaban | | | | |
|----|---|--------------------|----|----|---|----|
| | | STP | TP | BS | P | SP |
| 1. | Apakah anda merasa puas mengkonsumsi merek Starbucks Coffee | | | | | |
| 2. | Apakah anda merasa puas dengan desain produk yang dimiliki Starbucks Coffee | | | | | |
| 3. | Apakah anda merasa puas dengan varian produk yang dimiliki Starbucks Coffee | | | | | |
| 4. | Apakah anda merasa puas dengan teknologi yang dimiliki Starbucks Coffee | | | | | |

Liking The Brand

| No | Pernyataan | Alternatif Jawaban | | | | |
|----|--|--------------------|----|----|---|----|
| | | STS | TS | BS | S | SS |
| 1. | apakah anda menyukai Stabucks coffee | | | | | |
| 2. | apakah anda menyukai merek starbucks coffee dikarenakan kualitasnya yang baik | | | | | |
| 3. | apakah anda menyukai merek starbucks coffee dikarenakan anda sering mengkonsumsi merek ini | | | | | |
| 4. | apakah anda menyukai logo merek starbucks coffee | | | | | |
| 5. | apakah anda menyukai merek starbucks coffee karena mencerminkan merek berkelas | | | | | |

Committed Buyer

| No | Pernyataan | Alternatif Jawaban | | | | |
|----|---|--------------------|----|----|----|----|
| | | TP | JR | KK | SR | SL |
| 1. | apakah anda selalu mengkonsumsi merek Starbuck coffee | | | | | |
| 2. | apakah dengan membeli merek Starbucks anda lebih bisa mengekspresi diri | | | | | |
| 3. | apakah anda pernah merekomendasikan merek | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | Starbucks Coffee kepada orang lain | | | | | |
| 4. | apakah anda pernah merasa bangga membeli merek Starbucks Coffee | | | | | |
| 5. | apakah anda pernah merasa percaya diri karena membeli merek Starbucks Coffee | | | | | |

Lampiran 4
Hasil Jawab Responden

| SWITCHER | | | | | | | HABITUAL BUYER | | | | | | SATISFIED BUYER | | | | |
|----------|-----|-----|-----|-----|-----|-------|----------------|-----|-----|-----|-----|-------|-----------------|-----|-----|-----|-------|
| sw1 | sw2 | sw3 | sw4 | sw5 | sw6 | Total | hb1 | hb2 | hb3 | hb4 | hb5 | total | sb1 | sb2 | sb3 | sb4 | total |
| 5 | 3 | 4 | 5 | 4 | 2 | 23 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 4 | 18 |
| 4 | 5 | 5 | 4 | 5 | 4 | 27 | 4 | 4 | 3 | 4 | 4 | 19 | 5 | 4 | 5 | 4 | 18 |
| 4 | 5 | 5 | 4 | 5 | 5 | 28 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 5 | 5 | 4 | 19 |
| 2 | 4 | 5 | 3 | 5 | 5 | 24 | 2 | 4 | 5 | 4 | 3 | 18 | 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 3 | 4 | 5 | 5 | 27 | 5 | 4 | 4 | 3 | 5 | 21 | 5 | 5 | 4 | 5 | 19 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 5 | 4 | 18 |
| 3 | 3 | 4 | 5 | 4 | 3 | 22 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 3 | 4 | 4 | 16 |
| 2 | 5 | 5 | 5 | 5 | 5 | 27 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 20 |
| 3 | 3 | 3 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 3 | 21 | 5 | 5 | 4 | 5 | 19 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 18 |
| 4 | 4 | 4 | 5 | 4 | 5 | 26 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 3 | 5 | 4 | 17 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 5 | 4 | 18 |
| 2 | 3 | 2 | 3 | 4 | 3 | 17 | 2 | 2 | 2 | 2 | 2 | 10 | 4 | 4 | 5 | 4 | 17 |
| 3 | 4 | 5 | 5 | 4 | 5 | 26 | 4 | 3 | 4 | 4 | 2 | 17 | 5 | 4 | 4 | 3 | 16 |
| 5 | 5 | 5 | 4 | 5 | 5 | 29 | 4 | 2 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 16 |
| 2 | 1 | 2 | 1 | 2 | 1 | 9 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 5 | 18 |
| 3 | 2 | 4 | 5 | 4 | 3 | 21 | 4 | 2 | 4 | 4 | 3 | 17 | 4 | 2 | 4 | 3 | 13 |
| 5 | 4 | 5 | 4 | 3 | 3 | 24 | 4 | 4 | 2 | 2 | 4 | 16 | 4 | 5 | 3 | 4 | 16 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 4 | 5 | 5 | 5 | 28 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 19 |
| 4 | 3 | 5 | 3 | 5 | 5 | 25 | 4 | 3 | 5 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 4 | 4 | 5 | 3 | 23 | 4 | 4 | 3 | 4 | 3 | 18 | 5 | 2 | 5 | 5 | 17 |
| 4 | 3 | 4 | 4 | 5 | 5 | 25 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 5 | 4 | 4 | 26 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 4 | 4 | 5 | 4 | 26 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 2 | 5 | 4 | 16 |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 5 | 4 | 5 | 4 | 4 | 5 | 27 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 4 | 5 | 5 | 19 |
| 2 | 3 | 4 | 4 | 3 | 4 | 20 | 4 | 3 | 2 | 4 | 3 | 16 | 5 | 4 | 5 | 4 | 18 |
| 3 | 4 | 5 | 4 | 4 | 3 | 23 | 3 | 2 | 4 | 4 | 3 | 16 | 5 | 3 | 4 | 3 | 15 |
| 3 | 4 | 4 | 3 | 3 | 4 | 21 | 3 | 3 | 4 | 4 | 3 | 17 | 5 | 4 | 4 | 3 | 16 |
| 2 | 3 | 3 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 4 | 5 | 4 | 18 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 | 4 | 3 | 3 | 5 | 3 | 18 | 5 | 4 | 5 | 4 | 18 |
| 3 | 2 | 4 | 4 | 4 | 3 | 20 | 4 | 3 | 2 | 5 | 4 | 18 | 5 | 4 | 5 | 4 | 18 |
| 4 | 3 | 3 | 2 | 4 | 3 | 19 | 4 | 2 | 4 | 4 | 3 | 17 | 5 | 5 | 5 | 4 | 19 |
| 3 | 3 | 4 | 3 | 3 | 2 | 18 | 4 | 3 | 2 | 4 | 3 | 16 | 5 | 3 | 4 | 4 | 16 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 | 4 | 3 | 3 | 5 | 3 | 18 | 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 3 | 3 | 5 | 4 | 23 | 5 | 3 | 4 | 5 | 4 | 21 | 5 | 3 | 4 | 4 | 16 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 | 4 | 3 | 3 | 5 | 3 | 18 | 5 | 4 | 5 | 4 | 18 |
| 2 | 3 | 4 | 3 | 5 | 4 | 21 | 4 | 2 | 3 | 4 | 3 | 16 | 5 | 4 | 5 | 4 | 18 |
| 4 | 3 | 3 | 4 | 4 | 4 | 22 | 3 | 4 | 4 | 5 | 3 | 19 | 5 | 4 | 5 | 4 | 18 |
| 4 | 3 | 3 | 4 | 4 | 3 | 21 | 4 | 3 | 3 | 5 | 3 | 18 | 5 | 5 | 5 | 4 | 19 |
| 2 | 3 | 4 | 3 | 5 | 4 | 21 | 4 | 3 | 3 | 5 | 3 | 18 | 5 | 3 | 4 | 3 | 15 |
| 3 | 4 | 4 | 3 | 4 | 3 | 21 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 4 | 2 | 13 |
| 2 | 3 | 4 | 3 | 4 | 3 | 19 | 4 | 3 | 2 | 4 | 3 | 16 | 4 | 3 | 4 | 3 | 14 |
| 3 | 3 | 2 | 4 | 3 | 4 | 19 | 3 | 3 | 4 | 2 | 3 | 15 | 4 | 4 | 3 | 3 | 14 |
| 4 | 3 | 3 | 4 | 4 | 5 | 23 | 3 | 4 | 3 | 2 | 4 | 16 | 3 | 3 | 3 | 4 | 13 |
| 3 | 3 | 5 | 3 | 4 | 4 | 22 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 3 | 4 | 3 | 14 |
| 3 | 4 | 4 | 4 | 5 | 4 | 24 | 4 | 3 | 3 | 4 | 3 | 17 | 5 | 3 | 4 | 3 | 15 |
| 3 | 3 | 4 | 3 | 4 | 3 | 20 | 4 | 3 | 4 | 2 | 3 | 16 | 5 | 4 | 4 | 3 | 16 |
| 5 | 3 | 4 | 2 | 3 | 4 | 21 | 2 | 3 | 3 | 3 | 4 | 15 | 3 | 3 | 3 | 4 | 13 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 4 | 3 | 14 |
| 4 | 3 | 4 | 3 | 4 | 3 | 21 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 3 | 4 | 3 | 14 |
| 4 | 4 | 3 | 2 | 2 | 3 | 18 | 3 | 2 | 4 | 3 | 4 | 16 | 4 | 3 | 4 | 4 | 15 |
| 3 | 3 | 2 | 4 | 3 | 2 | 17 | 2 | 3 | 3 | 4 | 4 | 16 | 4 | 3 | 4 | 3 | 14 |
| 2 | 2 | 3 | 4 | 3 | 1 | 15 | 4 | 1 | 2 | 2 | 3 | 12 | 4 | 3 | 4 | 4 | 15 |
| 3 | 3 | 4 | 3 | 4 | 3 | 20 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 5 | 3 | 16 |
| 4 | 2 | 3 | 2 | 3 | 1 | 15 | 3 | 2 | 4 | 4 | 3 | 16 | 5 | 3 | 3 | 4 | 15 |
| 4 | 4 | 3 | 2 | 3 | 2 | 18 | 2 | 3 | 3 | 4 | 4 | 16 | 4 | 3 | 3 | 5 | 15 |

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 4 | 3 | 4 | 3 | 4 | 3 | 21 | 5 | 3 | 4 | 4 | 3 | 19 | 5 | 4 | 5 | 3 | 17 |
| 3 | 3 | 4 | 4 | 5 | 4 | 23 | 4 | 4 | 3 | 5 | 3 | 19 | 4 | 4 | 4 | 4 | 16 |
| 3 | 2 | 4 | 4 | 3 | 2 | 18 | 4 | 3 | 2 | 3 | 3 | 15 | 4 | 4 | 4 | 3 | 15 |
| 5 | 3 | 3 | 2 | 2 | 1 | 16 | 1 | 2 | 2 | 3 | 3 | 11 | 3 | 2 | 3 | 3 | 11 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 | 4 | 3 | 3 | 5 | 4 | 19 | 5 | 4 | 4 | 4 | 17 |
| 3 | 3 | 5 | 4 | 5 | 3 | 23 | 4 | 3 | 3 | 4 | 3 | 17 | 4 | 4 | 5 | 4 | 17 |
| 4 | 3 | 1 | 2 | 2 | 1 | 13 | 2 | 3 | 4 | 3 | 1 | 13 | 5 | 3 | 2 | 3 | 13 |
| 4 | 4 | 4 | 4 | 5 | 3 | 24 | 5 | 4 | 4 | 5 | 3 | 21 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 5 | 4 | 5 | 4 | 25 | 4 | 4 | 3 | 5 | 4 | 20 | 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 3 | 4 | 5 | 3 | 23 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 4 | 5 | 4 | 18 |
| 3 | 4 | 4 | 4 | 5 | 4 | 24 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 4 | 4 | 4 | 17 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 | 5 | 2 | 3 | 4 | 3 | 17 | 4 | 4 | 5 | 4 | 17 |
| 3 | 3 | 4 | 3 | 5 | 4 | 22 | 4 | 3 | 4 | 5 | 4 | 20 | 5 | 4 | 5 | 4 | 18 |
| 3 | 4 | 4 | 3 | 4 | 4 | 22 | 4 | 3 | 4 | 5 | 4 | 20 | 4 | 3 | 4 | 4 | 15 |
| 3 | 2 | 4 | 3 | 4 | 3 | 19 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 4 | 4 | 5 | 3 | 23 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 15 |
| 2 | 2 | 4 | 3 | 4 | 3 | 18 | 3 | 3 | 2 | 4 | 2 | 14 | 4 | 3 | 4 | 3 | 14 |
| 2 | 2 | 3 | 2 | 2 | 4 | 15 | 3 | 2 | 2 | 4 | 2 | 13 | 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 4 | 4 | 4 | 2 | 2 | 16 | 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 4 | 4 | 3 | 4 | 21 | 3 | 2 | 3 | 3 | 4 | 15 | 4 | 3 | 5 | 5 | 17 |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 | 2 | 2 | 5 | 4 | 2 | 15 | 3 | 4 | 4 | 3 | 14 |
| 1 | 1 | 3 | 1 | 1 | 1 | 8 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 2 | 2 | 2 | 2 | 2 | 5 | 15 | 2 | 3 | 1 | 4 | 1 | 11 | 4 | 4 | 3 | 3 | 14 |
| 2 | 2 | 3 | 3 | 2 | 3 | 15 | 5 | 5 | 5 | 3 | 2 | 20 | 4 | 4 | 4 | 4 | 16 |
| 2 | 3 | 3 | 2 | 4 | 4 | 18 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 3 | 15 |
| 2 | 1 | 3 | 1 | 1 | 3 | 11 | 2 | 2 | 4 | 3 | 2 | 13 | 3 | 3 | 4 | 4 | 14 |
| 1 | 1 | 3 | 4 | 3 | 3 | 15 | 2 | 2 | 1 | 2 | 2 | 9 | 3 | 5 | 5 | 5 | 18 |
| 1 | 1 | 1 | 5 | 5 | 5 | 18 | 2 | 2 | 2 | 2 | 2 | 10 | 3 | 3 | 3 | 3 | 12 |
| 2 | 2 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 2 | 18 | 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 5 | 5 | 5 | 5 | 26 | 2 | 4 | 4 | 2 | 2 | 14 | 5 | 5 | 5 | 5 | 20 |
| 2 | 2 | 4 | 5 | 2 | 5 | 20 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 1 | 1 | 1 | 1 | 1 | 5 | 5 | 5 | 5 | 5 | 20 |

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|---|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|---|----|
| 2 | 2 | 2 | 3 | 3 | 3 | 15 | 2 | 1 | 3 | 3 | 2 | 11 | 3 | 4 | 4 | 2 | 13 |
| 2 | 3 | 4 | 3 | 4 | 3 | 19 | 4 | 2 | 3 | 4 | 2 | 15 | 4 | 3 | 4 | 3 | 14 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 | 5 | 5 | 3 | 3 | 3 | 19 | 4 | 3 | 4 | 4 | 15 |
| 2 | 2 | 2 | 2 | 2 | 2 | 12 | 4 | 2 | 4 | 4 | 4 | 18 | 4 | 3 | 3 | 4 | 14 |
| 3 | 3 | 4 | 3 | 4 | 3 | 20 | 4 | 2 | 3 | 4 | 2 | 15 | 4 | 3 | 4 | 4 | 15 |
| 2 | 2 | 4 | 3 | 3 | 3 | 17 | 3 | 2 | 3 | 4 | 3 | 15 | 4 | 5 | 4 | 3 | 16 |
| 2 | 2 | 4 | 3 | 4 | 3 | 18 | 3 | 2 | 4 | 4 | 2 | 15 | 4 | 3 | 4 | 3 | 14 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 16 |
| 2 | 2 | 4 | 3 | 5 | 4 | 20 | 3 | 2 | 3 | 4 | 3 | 15 | 4 | 4 | 4 | 3 | 15 |

| LIKES THE BREAND | | | | | | COMMITED BUYER | | | | | |
|------------------|-----|-----|-----|-----|-------|----------------|-----|-----|-----|-----|-------|
| lb1 | lb2 | lb3 | lb4 | lb5 | total | cb1 | cb2 | cb3 | cb4 | cb5 | total |
| 5 | 4 | 2 | 4 | 3 | 18 | 3 | 5 | 4 | 5 | 4 | 21 |
| 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 5 | 5 | 22 |
| 5 | 1 | 4 | 4 | 4 | 18 | 4 | 4 | 5 | 5 | 4 | 22 |
| 5 | 5 | 4 | 4 | 4 | 22 | 5 | 4 | 5 | 4 | 3 | 21 |
| 4 | 4 | 5 | 3 | 2 | 18 | 4 | 5 | 5 | 3 | 4 | 21 |
| 5 | 4 | 5 | 5 | 5 | 24 | 4 | 4 | 3 | 5 | 5 | 21 |
| 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 3 | 5 | 5 | 21 |
| 4 | 4 | 5 | 5 | 5 | 23 | 3 | 2 | 5 | 4 | 4 | 18 |
| 4 | 5 | 5 | 3 | 5 | 22 | 4 | 5 | 5 | 3 | 4 | 21 |
| 4 | 2 | 4 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 5 | 21 |
| 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 5 | 5 | 4 | 5 | 23 | 5 | 4 | 5 | 4 | 4 | 22 |
| 4 | 3 | 2 | 4 | 4 | 17 | 2 | 3 | 3 | 4 | 4 | 16 |
| 4 | 3 | 3 | 4 | 4 | 18 | 2 | 3 | 2 | 3 | 2 | 12 |
| 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 5 | 4 | 5 | 23 |
| 5 | 4 | 3 | 4 | 4 | 20 | 2 | 4 | 5 | 5 | 3 | 19 |
| 4 | 4 | 3 | 4 | 4 | 19 | 2 | 3 | 3 | 1 | 2 | 11 |
| 5 | 5 | 4 | 5 | 4 | 23 | 5 | 4 | 5 | 4 | 5 | 23 |
| 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 5 | 4 | 5 | 23 | 4 | 4 | 5 | 4 | 4 | 21 |
| 5 | 4 | 4 | 3 | 5 | 21 | 4 | 5 | 5 | 5 | 4 | 23 |
| 5 | 5 | 4 | 3 | 3 | 20 | 4 | 3 | 5 | 4 | 4 | 20 |
| 5 | 4 | 5 | 5 | 4 | 23 | 4 | 5 | 5 | 3 | 5 | 22 |
| 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 4 | 5 | 22 |
| 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 5 | 5 | 4 | 22 |
| 5 | 4 | 3 | 4 | 3 | 19 | 3 | 2 | 5 | 3 | 3 | 16 |

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|---|---|---|---|---|----|---|---|---|---|---|----|
| 5 | 4 | 3 | 4 | 3 | 19 | 3 | 3 | 4 | 3 | 4 | 17 |
| 5 | 5 | 3 | 4 | 3 | 20 | 4 | 3 | 5 | 4 | 3 | 19 |
| 5 | 4 | 3 | 4 | 3 | 19 | 3 | 3 | 4 | 4 | 3 | 17 |
| 5 | 5 | 4 | 4 | 3 | 21 | 4 | 3 | 5 | 3 | 3 | 18 |
| 5 | 4 | 4 | 4 | 3 | 20 | 3 | 4 | 5 | 4 | 3 | 19 |
| 5 | 4 | 4 | 3 | 2 | 18 | 3 | 2 | 4 | 3 | 3 | 15 |
| 5 | 4 | 3 | 3 | 2 | 17 | 2 | 4 | 5 | 3 | 3 | 17 |
| 5 | 5 | 4 | 3 | 2 | 19 | 3 | 4 | 4 | 3 | 4 | 18 |
| 5 | 4 | 4 | 4 | 3 | 20 | 4 | 2 | 4 | 3 | 3 | 16 |
| 5 | 4 | 4 | 3 | 2 | 18 | 4 | 2 | 5 | 3 | 3 | 17 |
| 5 | 5 | 3 | 4 | 3 | 20 | 3 | 3 | 4 | 4 | 3 | 17 |
| 5 | 5 | 4 | 3 | 3 | 20 | 4 | 3 | 4 | 5 | 3 | 19 |
| 5 | 4 | 3 | 3 | 3 | 18 | 3 | 3 | 5 | 3 | 3 | 17 |
| 5 | 4 | 3 | 3 | 2 | 17 | 3 | 2 | 4 | 3 | 2 | 14 |
| 4 | 4 | 3 | 3 | 2 | 16 | 2 | 3 | 4 | 3 | 3 | 15 |
| 4 | 4 | 3 | 3 | 3 | 17 | 4 | 3 | 4 | 3 | 4 | 18 |
| 4 | 4 | 3 | 3 | 5 | 19 | 4 | 3 | 2 | 3 | 3 | 15 |
| 3 | 5 | 2 | 4 | 3 | 17 | 3 | 2 | 3 | 3 | 4 | 15 |
| 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 5 | 4 | 3 | 19 |
| 5 | 4 | 3 | 4 | 4 | 20 | 4 | 2 | 4 | 3 | 3 | 16 |
| 5 | 3 | 3 | 4 | 3 | 18 | 3 | 2 | 3 | 2 | 3 | 13 |
| 3 | 4 | 2 | 4 | 3 | 16 | 3 | 3 | 4 | 1 | 3 | 14 |
| 4 | 5 | 3 | 3 | 3 | 18 | 3 | 4 | 4 | 4 | 3 | 18 |
| 4 | 4 | 3 | 4 | 3 | 18 | 4 | 3 | 5 | 4 | 3 | 19 |
| 4 | 5 | 3 | 3 | 2 | 17 | 3 | 3 | 2 | 3 | 3 | 14 |
| 4 | 2 | 3 | 3 | 4 | 16 | 2 | 1 | 3 | 1 | 2 | 9 |
| 4 | 4 | 3 | 3 | 2 | 16 | 2 | 3 | 3 | 1 | 4 | 13 |
| 4 | 4 | 4 | 4 | 3 | 19 | 4 | 3 | 4 | 3 | 4 | 18 |
| 5 | 3 | 2 | 4 | 3 | 17 | 3 | 2 | 4 | 2 | 3 | 14 |
| 4 | 3 | 3 | 5 | 4 | 19 | 2 | 2 | 3 | 3 | 3 | 13 |
| 5 | 4 | 3 | 5 | 5 | 22 | 4 | 3 | 5 | 4 | 4 | 20 |
| 4 | 4 | 3 | 4 | 3 | 18 | 4 | 3 | 5 | 3 | 3 | 18 |

| | | | | | | | | | | | |
|---|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 4 | 3 | 3 | 2 | 16 | 4 | 2 | 3 | 3 | 3 | 15 |
| 3 | 4 | 2 | 4 | 1 | 14 | 3 | 2 | 4 | 3 | 4 | 16 |
| 5 | 4 | 3 | 4 | 4 | 20 | 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 5 | 4 | 3 | 20 |
| 5 | 3 | 2 | 3 | 1 | 14 | 3 | 2 | 3 | 3 | 2 | 13 |
| 4 | 5 | 3 | 4 | 4 | 20 | 4 | 3 | 5 | 4 | 4 | 20 |
| 5 | 4 | 4 | 4 | 3 | 20 | 4 | 3 | 4 | 4 | 4 | 19 |
| 5 | 4 | 4 | 4 | 4 | 21 | 4 | 3 | 5 | 4 | 4 | 20 |
| 5 | 4 | 4 | 3 | 4 | 20 | 4 | 3 | 5 | 3 | 4 | 19 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 3 | 4 | 4 | 4 | 19 |
| 5 | 4 | 3 | 3 | 4 | 19 | 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 3 | 5 | 5 | 4 | 21 |
| 4 | 4 | 3 | 3 | 4 | 18 | 3 | 3 | 4 | 4 | 3 | 17 |
| 4 | 4 | 3 | 4 | 2 | 17 | 3 | 3 | 4 | 4 | 4 | 18 |
| 4 | 4 | 2 | 3 | 2 | 15 | 3 | 2 | 3 | 3 | 2 | 13 |
| 5 | 5 | 3 | 4 | 3 | 20 | 3 | 2 | 4 | 4 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 20 | 1 | 1 | 1 | 1 | 1 | 5 |
| 4 | 4 | 3 | 4 | 4 | 19 | 2 | 2 | 4 | 4 | 5 | 17 |
| 3 | 4 | 4 | 4 | 3 | 18 | 3 | 2 | 3 | 2 | 3 | 13 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 3 | 5 | 4 | 4 | 20 | 2 | 2 | 2 | 4 | 4 | 14 |
| 4 | 3 | 3 | 4 | 3 | 17 | 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 5 | 5 | 5 | 4 | 23 | 3 | 2 | 4 | 4 | 4 | 17 |
| 3 | 4 | 2 | 4 | 4 | 17 | 2 | 1 | 3 | 3 | 4 | 13 |
| 3 | 3 | 3 | 5 | 5 | 19 | 2 | 2 | 1 | 1 | 1 | 7 |
| 3 | 3 | 2 | 4 | 4 | 16 | 1 | 1 | 1 | 1 | 1 | 5 |
| 4 | 4 | 4 | 4 | 4 | 20 | 2 | 2 | 4 | 3 | 4 | 15 |
| 5 | 4 | 5 | 5 | 5 | 24 | 3 | 4 | 5 | 5 | 5 | 22 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 3 | 3 | 3 | 15 |
| 5 | 5 | 1 | 5 | 5 | 21 | 1 | 1 | 1 | 1 | 1 | 5 |
| 3 | 3 | 4 | 4 | 2 | 16 | 1 | 2 | 3 | 3 | 3 | 12 |
| 4 | 4 | 3 | 3 | 2 | 16 | 3 | 2 | 3 | 3 | 2 | 13 |

| | | | | | | | | | | | |
|---|---|---|---|---|----|---|---|---|---|---|----|
| 4 | 4 | 3 | 4 | 4 | 19 | 1 | 4 | 1 | 4 | 4 | 14 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 2 | 2 | 16 |
| 4 | 4 | 3 | 3 | 3 | 17 | 2 | 3 | 4 | 3 | 3 | 15 |
| 4 | 3 | 2 | 4 | 4 | 17 | 3 | 2 | 4 | 3 | 3 | 15 |
| 4 | 4 | 3 | 4 | 3 | 18 | 3 | 3 | 4 | 3 | 2 | 15 |
| 4 | 4 | 3 | 3 | 3 | 17 | 2 | 2 | 1 | 1 | 1 | 7 |
| 4 | 3 | 2 | 3 | 3 | 15 | 4 | 3 | 5 | 4 | 3 | 19 |

Lampiran 5
Deskripsi Data Responden

Kriteria Responden

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid 17-20 Tahun | 9 | 9,0 | 9,0 | 9,0 |
| 21-25 Tahun | 68 | 68,0 | 68,0 | 77,0 |
| 26-30 Tahun | 12 | 12,0 | 12,0 | 89,0 |
| 31-35 Tahun | 8 | 8,0 | 8,0 | 97,0 |
| 36=40 Tahun | 2 | 2,0 | 2,0 | 99,0 |
| 41-45 Tahun | 1 | 1,0 | 1,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Jenis Kelamin

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Laki-laki | 46 | 46,0 | 46,0 | 46,0 |
| Perempuan | 54 | 54,0 | 54,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Jenis Pekerjaan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid SMA/Sederajat | 8 | 8,0 | 8,0 | 8,0 |
| Mahasiswa/i | 43 | 43,0 | 43,0 | 51,0 |
| Karyawan | 31 | 31,0 | 31,0 | 82,0 |

| | | | | |
|---------|-----|-------|-------|-------|
| Lainnya | 18 | 18,0 | 18,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Pendapatan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------------|-----------|---------|---------------|--------------------|
| < Rp 500.000 | 11 | 11,0 | 11,0 | 11,0 |
| Rp 600.000 - Rp 1.500.000 | 18 | 18,0 | 18,0 | 29,0 |
| Rp 1.600.000 - Rp 2.500.000 | 22 | 22,0 | 22,0 | 51,0 |
| Valid Rp 2.600.000 - Rp 3.500.000 | 27 | 27,0 | 27,0 | 78,0 |
| Rp 3.600.000 - Rp 4.500.000 | 15 | 15,0 | 15,0 | 93,0 |
| > Rp 5.000.000 | 7 | 7,0 | 7,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Frequency Tabel**Switcher 1**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Selalu | 3 | 3,0 | 3,0 | 3,0 |
| Sering | 25 | 25,0 | 25,0 | 28,0 |
| Kadang-kadang | 32 | 32,0 | 32,0 | 60,0 |
| Jarang | 27 | 27,0 | 27,0 | 87,0 |
| Tidak Pernah | 13 | 13,0 | 13,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Switcher 2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Selalu | 5 | 5,0 | 5,0 | 5,0 |
| Sering | 18 | 18,0 | 18,0 | 23,0 |
| Kadang-kadang | 40 | 40,0 | 40,0 | 63,0 |
| Jarang | 25 | 25,0 | 25,0 | 88,0 |
| Tidak Pernah | 12 | 12,0 | 12,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Switcher 3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Selalu | 2 | 2,0 | 2,0 | 2,0 |
| Sering | 8 | 8,0 | 8,0 | 10,0 |
| Kadang-kadang | 22 | 22,0 | 22,0 | 32,0 |
| Jarang | 46 | 46,0 | 46,0 | 78,0 |
| Tidak Pernah | 22 | 22,0 | 22,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Switcher 4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Selalu | 3 | 3,0 | 3,0 | 3,0 |
| Sering | 12 | 12,0 | 12,0 | 15,0 |
| Kadang-kadang | 28 | 28,0 | 28,0 | 43,0 |
| Jarang | 42 | 42,0 | 42,0 | 85,0 |
| Tidak Pernah | 15 | 15,0 | 15,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Switcher 5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Selalu | 2 | 2,0 | 2,0 | 2,0 |
| Sering | 10 | 10,0 | 10,0 | 12,0 |
| Kadang-kadang | 16 | 16,0 | 16,0 | 28,0 |
| Jarang | 39 | 39,0 | 39,0 | 67,0 |
| Tidak Pernah | 33 | 33,0 | 33,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Switcher 6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Selalu | 6 | 6,0 | 6,0 | 6,0 |
| Sering | 7 | 7,0 | 7,0 | 13,0 |
| Kadang-kadang | 32 | 32,0 | 32,0 | 45,0 |
| Jarang | 34 | 34,0 | 34,0 | 79,0 |
| Tidak Pernah | 21 | 21,0 | 21,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Habitual Buyer 1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Sangat Tidak Setuju | 2 | 2,0 | 2,0 | 2,0 |
| Tidak Setuju | 13 | 13,0 | 13,0 | 15,0 |
| Ragu-ragu | 16 | 16,0 | 16,0 | 31,0 |

| | | | | |
|---------------|-----|-------|-------|-------|
| Setuju | 53 | 53,0 | 53,0 | 84,0 |
| Sangat Setuju | 16 | 16,0 | 16,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Habitual Buyer 2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Sangat Setuju Tidak | 3 | 3,0 | 3,0 | 3,0 |
| Tidak Setuju | 22 | 22,0 | 22,0 | 25,0 |
| Valid Ragu-ragu | 36 | 36,0 | 36,0 | 61,0 |
| Setuju | 28 | 28,0 | 28,0 | 89,0 |
| Sangat Setuju | 11 | 11,0 | 11,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Habitual Buyer 3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Sangat Setuju Tidak | 3 | 3,0 | 3,0 | 3,0 |
| Tidak Setuju | 12 | 12,0 | 12,0 | 15,0 |
| Valid Ragu-ragu | 30 | 30,0 | 30,0 | 45,0 |
| Setuju | 44 | 44,0 | 44,0 | 89,0 |
| Sangat Setuju | 11 | 11,0 | 11,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Habitual Buyer 4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| | | | | |

| | | | | | | |
|-------|---------------|-------|-----|-------|-------|-------|
| Valid | Sangat Setuju | Tidak | 1 | 1,0 | 1,0 | 1,0 |
| | Tidak Setuju | | 10 | 10,0 | 10,0 | 11,0 |
| | Ragu-ragu | | 11 | 11,0 | 11,0 | 22,0 |
| | Setuju | | 50 | 50,0 | 50,0 | 72,0 |
| | Sangat Setuju | | 28 | 28,0 | 28,0 | 100,0 |
| | Total | | 100 | 100,0 | 100,0 | |

Habitual Buyer 5

| | | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-------|-----------|---------|---------------|--------------------|
| Valid | Sangat Setuju | Tidak | 3 | 3,0 | 3,0 | 3,0 |
| | Tidak Setuju | | 16 | 16,0 | 16,0 | 19,0 |
| | Ragu-ragu | | 43 | 43,0 | 43,0 | 62,0 |
| | Setuju | | 28 | 28,0 | 28,0 | 90,0 |
| | Sangat Setuju | | 10 | 10,0 | 10,0 | 100,0 |
| | Total | | 100 | 100,0 | 100,0 | |

Satisfied Buyer 1

| | | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|--|-----------|---------|---------------|--------------------|
| Valid | Tidak Puas | | 1 | 1,0 | 1,0 | 1,0 |
| | Biasa Saja | | 17 | 17,0 | 17,0 | 18,0 |
| | Puas | | 38 | 38,0 | 38,0 | 56,0 |
| | Sangat Puas | | 44 | 44,0 | 44,0 | 100,0 |
| | Total | | 100 | 100,0 | 100,0 | |

Satisfied Buyer 3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Tidak Puas | 1 | 1,0 | 1,0 | 1,0 |
| Biasa Saja | 10 | 10,0 | 10,0 | 11,0 |
| Valid Puas | 48 | 48,0 | 48,0 | 59,0 |
| Sangat Puas | 41 | 41,0 | 41,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Satisfied Buyer 4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Tidak Puas | 2 | 2,0 | 2,0 | 2,0 |
| Biasa Saja | 28 | 28,0 | 28,0 | 30,0 |
| Valid Puas | 54 | 54,0 | 54,0 | 84,0 |
| Sangat Puas | 16 | 16,0 | 16,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Likes The Brand 1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Biasa Saja | 8 | 8,0 | 8,0 | 8,0 |
| Suka | 46 | 46,0 | 46,0 | 54,0 |
| Valid Sangat Suka | 46 | 46,0 | 46,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Likes The Brand 3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Sangat Tidak Suka | 1 | 1,0 | 1,0 | 1,0 |
| Tidak Suka | 12 | 12,0 | 12,0 | 13,0 |
| Biasa Saja | 43 | 43,0 | 43,0 | 56,0 |
| Suka | 31 | 31,0 | 31,0 | 87,0 |
| Sangat Suka | 13 | 13,0 | 13,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Likes The Brand 4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Biasa Saja | 30 | 30,0 | 30,0 | 30,0 |
| Suka | 52 | 52,0 | 52,0 | 82,0 |
| Sangat Suka | 18 | 18,0 | 18,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Likes The Brand 5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Sangat Tidak Suka | 2 | 2,0 | 2,0 | 2,0 |
| Tidak Suka | 14 | 14,0 | 14,0 | 16,0 |
| Biasa Saja | 29 | 29,0 | 29,0 | 45,0 |
| Suka | 37 | 37,0 | 37,0 | 82,0 |
| Sangat Suka | 18 | 18,0 | 18,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Committed Buyer 1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Pernah | 5 | 5,0 | 5,0 | 5,0 |
| Jarang | 16 | 16,0 | 16,0 | 21,0 |
| Kadang-kadang | 31 | 31,0 | 31,0 | 52,0 |
| Sering | 43 | 43,0 | 43,0 | 95,0 |
| Selalu | 5 | 5,0 | 5,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Committed Buyer 2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Pernah | 5 | 5,0 | 5,0 | 5,0 |
| Jarang | 26 | 26,0 | 26,0 | 31,0 |
| Kadang-kadang | 36 | 36,0 | 36,0 | 67,0 |
| Sering | 27 | 27,0 | 27,0 | 94,0 |
| Selalu | 6 | 6,0 | 6,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Committed Buyer 3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Pernah | 6 | 6,0 | 6,0 | 6,0 |
| Jarang | 4 | 4,0 | 4,0 | 10,0 |
| Kadang-kadang | 18 | 18,0 | 18,0 | 28,0 |
| Sering | 37 | 37,0 | 37,0 | 65,0 |
| Selalu | 35 | 35,0 | 35,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Committed Buyer 4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Pernah | 9 | 9,0 | 9,0 | 9,0 |
| Jarang | 4 | 4,0 | 4,0 | 13,0 |
| Kadang-kadang | 36 | 36,0 | 36,0 | 49,0 |
| Sering | 38 | 38,0 | 38,0 | 87,0 |
| Selalu | 13 | 13,0 | 13,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Committed Buyer 5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Tidak Pernah | 5 | 5,0 | 5,0 | 5,0 |
| Jarang | 9 | 9,0 | 9,0 | 14,0 |
| Kadang-kadang | 36 | 36,0 | 36,0 | 50,0 |
| Sering | 39 | 39,0 | 39,0 | 89,0 |
| Selalu | 11 | 11,0 | 11,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 | |

Lampiran 6

Uji Reabilitas dan Validitas

Case Processing Summary

| | N | % |
|-----------------------------|----|-------|
| Valid | 30 | 100,0 |
| Cases Excluded ^a | 0 | ,0 |
| Total | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,780 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Switcher 1 | 20,63 | 11,344 | ,434 | ,775 |
| Switcher 2 | 20,40 | 10,317 | ,693 | ,703 |
| Switcher 3 | 20,10 | 11,334 | ,537 | ,745 |
| Switcher 4 | 20,20 | 12,303 | ,458 | ,763 |
| Switcher 5 | 19,93 | 12,409 | ,508 | ,754 |
| Switcher 6 | 20,23 | 10,737 | ,568 | ,737 |

Case Processing Summary

| | N | % |
|--|---|---|
| | | |

| | | |
|-----------------------------|----|-------|
| Valid | 30 | 100,0 |
| Cases Excluded ^a | 0 | ,0 |
| Total | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,775 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Habitual Buyer 1 | 15,93 | 7,513 | ,588 | ,725 |
| Habitual Buyer 2 | 16,17 | 6,764 | ,587 | ,720 |
| Habitual Buyer 3 | 16,17 | 7,730 | ,368 | ,797 |
| Habitual Buyer 4 | 15,83 | 7,385 | ,577 | ,726 |
| Habitual Buyer 5 | 16,17 | 6,489 | ,656 | ,694 |

Case Processing Summary

| | N | % |
|-----------------------------|----|-------|
| Valid | 30 | 100,0 |
| Cases Excluded ^a | 0 | ,0 |

| | | |
|-------|----|-------|
| Total | 30 | 100,0 |
|-------|----|-------|

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,583 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Satisfied Buyer 1 | 12,33 | 4,437 | ,374 | ,512 |
| Satisfied Buyer 2 | 12,60 | 3,972 | ,334 | ,537 |
| Satisfied Buyer 3 | 12,50 | 3,776 | ,367 | ,511 |
| Satisfied Buyer 4 | 12,87 | 3,844 | ,396 | ,485 |

Case Processing Summary

| | N | % |
|-----------------------------|----|-------|
| Valid | 30 | 100,0 |
| Cases Excluded ^a | 0 | ,0 |
| Total | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,650 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Likes The Brand 1 | 16,67 | 4,851 | ,489 | ,552 |
| Likes The Brand 2 | 16,67 | 5,816 | ,236 | ,681 |
| Likes The Brand 3 | 16,70 | 5,666 | ,375 | ,610 |
| Likes The Brand 4 | 16,60 | 5,903 | ,435 | ,591 |
| Likes The Brand 5 | 16,70 | 4,907 | ,523 | ,535 |

Case Processing Summary

| | N | % |
|-----------------------------|----|-------|
| Valid | 30 | 100,0 |
| Cases Excluded ^a | 0 | ,0 |
| Total | 30 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| | |

| | |
|------|---|
| ,737 | 5 |
|------|---|

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Committed Buyer 1 | 16,27 | 5,168 | ,684 | ,616 |
| Committed Buyer 2 | 16,13 | 6,257 | ,454 | ,708 |
| Committed Buyer 3 | 15,60 | 6,317 | ,366 | ,741 |
| Committed Buyer 4 | 16,00 | 5,931 | ,420 | ,725 |
| Committed Buyer 5 | 16,00 | 5,724 | ,604 | ,654 |

Uji Descriptives

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|------------------|-------|---------|---------|--------|----------------|
| Switcher | 100 | 1,00 | 5,00 | 3,2200 | 1,05964 |
| Habitual Buyer | 100 | 1,00 | 5,00 | 3,6800 | ,96274 |
| Satisfied Buyer | 100 | 3,00 | 5,00 | 4,4200 | ,63850 |
| Likes The Brand | 100 | 3,00 | 5,00 | 4,3800 | ,63214 |
| Committed Buyer | 100 | 1,00 | 5,00 | 3,2700 | ,96248 |
| Valid (listwise) | N 100 | | | | |